

The Future of Winter Tourism 2017, Rovaniemi, Finland - Programme*
Mon 3, April 2017, Venue: Lapland Hotel Sky Ounasvaara (Juhannuskalliontie)
Registration office is opened at 10 am
12.00 -12.10 Opening address: Markku Vieru, University of Lapland
12.10 -12.20 Welcoming words: Rector Mauri Ylä-Kotola, University of Lapland
12.20 -12.30 Greetings on the behalf of Ministry: Head of Tourism Policy Nina Vesterinen, Ministry of Economic Affairs and Employment
12.30 -13.10 Keynote speech (Chair: Markku Vieru) “Adapting to climate change in winter tourism: Part of the climate solution as well as the climate problem?” Carlo Aall, Veslandforskning, Sogndal, Norway
13:10 - 13.30 Break
13:30 -15.30 Session 1: Sustainability strategies in snow-based tourism (Session chair: Carlo Aall) <ol style="list-style-type: none"> “SWOT analysis of winter travelling in the Alps: A Delphi Approach for 2030” Bayer Jannes, Management Center Innsbruck, Austria Siller Hubert, Management Center Innsbruck, Austria Fehringer Astrid, Management Center Innsbruck, Austria Discussant: Steiger Robert, University of Innsbruck, Austria “Arctic charity tourism” Mishina Daria, Webster University, Austria Discussant: Pons Marc, Sustainability Observatory of Andorra, Andorra “Future of winter tourism in Turkey: Destination strategies for the Erzurum-Erzincan-Kars Winter Tourism Corridor (WTC)” Cetin Gurel, Istanbul University, Turkey & Bogazici University, Turkey Demiroglu O. Cenk, Istanbul Bilgi University, Turkey & Bogazici University, Turkey Discussant: Carmen De Jong, University of Strasbourg, France
15:30 -15:50 Break
15:50 -17:50 Session 2: Shaping winter destinations (Session 2 chair: Antti Honkanen) <ol style="list-style-type: none"> “Skiing unlimited? Acceptance of resort expansion and merger by skiers in Tyrol/Austria” Proebstl-Haider Ulrike, University of Natural Resources and Life Sciences, Austria Mostegl Nina, University of Natural Resources and Life Sciences, Austria Haider Wolfgang, Simon Fraser University, Canada Discussant: Markku Vieru, University of Lapland “Roles of internal stakeholders in development of a destination brand identity- case Levi ski resort” Komppula Raija, University of Eastern Finland, Finland Pahkamaa Päivi, University of Lapland, Finland Saraniemi Saira, University of Oulu, Finland Discussant: Cetin Gurel, Istanbul University, Turkey & Bogazici University, Turkey “Shaping the future of winter tourism in rural Austria. Experiences from an applied research project” Abegg Bruno, University of Innsbruck, Austria Steiger Robert, University of Innsbruck, Austria Discussant: Heikkinen Vesa, University of Haaga-Helia Applied Sciences, Finland

<p>Tue 4, April 2017, Venue: University of Lapland, Main Campus, Yliopistonkatu 8, ROOM: LS 3 (Bus from Lapland Hotel Sky Ounasvaara to University of Lapland leaves at 08:30)</p>
<p>09:00 - 09:40 Keynote speech (Chair: Antti Honkanen) “Does climate change risk represent a ‘Yard Sale’ for the ski industry?” Daniel Scott, University of Waterloo, Waterloo, Canada</p>
<p>09:40 - 10:00 Break</p>
<p>10:00 - 12:00 Session 3: Climate change impacts on winter tourism (Session chair: Daniel Scott)</p> <ol style="list-style-type: none"> 1. “The transformative capacity of Norwegian ski resorts in the face of climate change” Dannevig Halvor, Vestlandsforskning, Norway Gildestad Ida Marie, Vestlandsforskning, Norway Aall Carlo, Vestlandsforskning, Norway Steiger Robert, University of Innsbruck, Austria Scott Daniel, University of Waterloo, Canada Discussant: Tervo-Kankare Kaarina, University of Oulu, Finland 2. “Environmental impacts of winter sport resorts: Where do we go from now?” Carmen de Jong, University of Strasbourg, France Discussant: Abegg Bruno, University of Innsbruck, Austria 3. “International tourism demand to Finnish Lapland in the early winter season” Vieru Markku, University of Lapland, Finland Falk Martin, Austrian Institute of Economic Research, Austria Discussant: Demiroglu O. Cenk, Istanbul Bilgi University, Turkey & Bogazici University, Turkey
<p>12:00 - 12:50 Lunch</p>
<p>12:50 - 13:30 Keynote speech (Chair: Markku Vieru) “Reducing seasonality in Finnish Lapland – mission impossible?” Antti Honkanen, University of Lapland, Rovaniemi, Finland</p>
<p>13:30 - 13:50 Break</p>
<p>13:50 - 15:50 Session 4: Climate change affecting on ski visitors (Session chair: Martin Falk)</p> <ol style="list-style-type: none"> 1. “Future tourism related climate of ski resorts in Northern Finland” Demiroglu O. Cenk, Istanbul Bilgi University, Turkey & Bogazici University, Turkey Collu Kamil, Bogazici University, Turkey Turp M. Tufan, Bogazici University, Turkey An Nazan, Bogazici University, Turkey Kurnaz M. Levent, Bogazici University, Turkey Discussant: Martin Falk, Austrian Institute of Economic Research, Austria 2. “Searching for arctic premium and luxurious lifestyle - Interpretations of the Lappish lifestyle brand and transmodern tourists” Heikkinen Vesa, University of Haaga-Helia Applied Sciences, Finland Discussant: Gildestad Ida Marie, Vestlandsforskning, Norway 3. “Climate change impacts on skier behaviour and spatial distribution of skiers in Austria” Pons Marc, Sustainability Observatory of Andorra & Andorra Research Institute, Andorra Posch Eva, University of Innsbruck, Austria Steiger Robert, University of Innsbruck, Austria Vilella Marc, Sustainability Observatory of Andorra, Andorra Discussant: Daniel Scott, University of Waterloo, Waterloo, Canada
<p>(Bus from University of Lapland to Lapland Hotel Sky Ounasvaara leaves at 16:10)</p>
<p>19:00 - Dinner at Lapland Hotel Sky Ounasvaara, Juhannuskalliontie, Rovaniemi Toast offered by City of Rovaniemi</p>

Wed 5, April 2017 Venue: Lapland Hotel Sky Ounasvaara, Juhannuskalliontie, Rovaniemi
08:30 - 11:00 Outdoor activities/skiing
11:00 - 11:50 Lunch
11:50 - 12:20 Keynote speech (Chair: Markku Vieru) "How researchers can contribute the tourism industry - a northern perspective" Ari Vuorentausta, Lapland Hotels, Finland
12:20 - 12:40 Break
12:40 - 14:40 Session 5: Visitors' behavior (Session chair: Raija Komppula) <ol style="list-style-type: none"> 1. "Entrepreneurship in nature-based winter tourism under changing climate" Tervo-Kankare Kaarina, University of Oulu, Finland Discussant: Mostegl Nina, University of Natural Resources and Life Sciences, Austria 2. "Factors affecting cancellation behaviour: Is this prompted by a typical guest or specific weather condition?" Falk Martin, Austrian Institute of Economic Research, Austria Vieru Markku, University of Lapland, Finland Discussant: Raija Komppula, University of Eastern Finland, Finland 3. "Santa Claus Destinations: Nordic stage versus Anatolian heritage" Demiroglu O. Cenk, Istanbul Bilgi University, Turkey & Bogazici University, Turkey Discussant: Bayer Jannes, Management Center Innsbruck, Austria
14:40 - 15:00 Break
15:00 - 16:00 Debate with keynote speakers and participants Carlo Aall, Vestlandsforskning, Norway Daniel Scott, University of Waterloo, Canada Antti Honkanen, University of Lapland, Finland Ari Vuorentausta, Lapland Hotels, Finland
16:00 - 16:10 Best paper award Daniel Scott, University of Waterloo, Canada
16:10 - 16:30 Closing address Markku Vieru, University of Lapland, Finland Martin Falk, Austrian Institute of Economic Research, Austria

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